

## The Team of Hawaii Tourism Europe

Hawaii Tourism Europe started its operations on Jan 01, 2004. The European representation of Hawaii is made up by two teams, with Hills Balfour Ltd. in London responsible for the UK, Irish and Scandinavian market and The Mangum Group in Munich serving the rest of continental Europe.

### Hills Balfour and its team

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Amanda Hills, Managing Director  
Vicky Moore, Sales & Marketing Manager  
Jonathan Sloan, PR Director  
Suzanne Seyghal, PR Manager



From left to right: Suzanne Seyghal, Vicky Moore, Amanda Hills, Jonathan Sloan

### The Mangum Group and its team

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Silvia Bisle, Sales & Marketing Manager  
Gabriele Klink, PR Director  
Meike Peplow, PR Coordinator



From left to right: Meike Peplow, Gabriele Klink, Thomas Drechsler, Silvia Bisle

## Radio NRJ Zurich goes Hawaii

The Swiss radio station is launching a 9 day Hawaii promotion in their 4 hour morning show, with Hawaii jingles, stories on the Aloha islands and riddles for the listeners. A trip to Hawaii will be raffled at the end of the promotion, sponsored by the Swiss tour operator Hotelplan Switzerland.

# "Fresh" Consumer Campaign with Dole & Hawaii

Hawaii Tourism Europe will introduce a "fresh" consumer campaign with Dole Fresh Fruit Europe OHG. The promotion's focus is to increase consumer awareness of Hawaii, providing trip planning information through the internet.



During the promotion period April – October 2004, approximately 9-10 million consumers will be reached in Germany, Austria, Switzerland and Scandinavia with the following activities: Around 2,2 mio. pineapples will be labelled with a Hawaii tag, as well as 18 mio. bananas. The Hawaii & Dole cross marketing campaign also includes POS activities with flyers, displays, postcards and a

fresh fruit mobile touring through Germany and Austria. Consumers will have to answer questions on Hawaii and Dole – 3 lucky participants will win a one week trip to Hawaii for 2. United Airlines agreed to sponsor air fare, hotel partner to be announced. The campaign will be supported by extensive PR.



## Mother's Day Promotion

Mother's Day Promotion Selfridges Jetlife runs in all Selfridges stores (London, Birmingham, Manchester Trafford & Exchange Square) from Monday, March 8 - Sunday, March 28. A special

up-beat identity will be created to define all areas of Mother's Day. Gift advisors will be on hand in all stores to offer some great tips for that extra special gift. This year Selfridges will be offering some special ideas for Mother's Day by creating an in store leaflet. As part of this leaflet there will be a chance to win a holiday for 2 in Hawaii. Copy mention on website (220,000 unique visitors over a two week period), Plasma screen coverage for 2 weeks (London only), 52 Screens across the store.

## Hawaii on the road in Germany

From Jan 28 – 30, Hawaii Tourism Europe met 85 representatives from key tour operators and airlines as well as partners from consumer and travel trade press on lunches in Hamburg, Frankfurt and Munich. Hawaii introduced its new team and informed the partners from travel industry and media about the latest news from Hawaii and coming marketing and PR activities.



## BIT Milan

After several years of absence, Hawaii returned to BIT Milan, Italy's most important trade and consumer show in the tourism market with ca. 130,000 visitors. Present with a booth within the Visit USA Pavilion and supported by coexhibitor Event Specialists International, Hawaii Tourism Europe



discussed current and future prospects with Italian trade partners, tour operators and airlines and provided advisory and information service for travel agents and end

consumers. During the reception at the American consulate, Consul General Douglas L. McElhaney explicitly welcomed back Hawaii Tourism in the Italian USA business.



## Complete Traveler Destination Feature

Hawaii destination piece promoting travel offer to feature in February issue of the Complete Traveler, an A4, 12 page high quality piece, distributed to Complete North America's database of 6K past clients, referrals and enquirers.

## Newsletter Registration

If you would like to receive our monthly newsletter, please send an email to [s.bisle@mangum.de](mailto:s.bisle@mangum.de), giving us your complete contact details. Thank you.



## Hawaii Destination of the Month with DERTOUR

Dertour, Germany's most important tour operator for the North America market, chose the USA to be their destination of the year 2004. Within this project, Hawaii is named destination of the month in February. 190,000 Hawaii supplements will be added to the February issue of Geo Saison, a high quality travel magazine, a poster campaign and fax newsletter will keep 10,400 travel agencies updated on special offers to Hawaii and useful information on the Aloha islands.

## Visit USA Roadshow

More than 300 travel agents and representatives of travel trade media attended the Visit USA roadshow through Switzerland from Feb 9 - 11. A joint performance of Switzerland's most important tour operators took the counter experts for a tour through the US and of course to Hawaii. A travel market provided the agents with supplementary information and tips on the Islands of Aloha.

## Hawaii at Wedding & Honeymoon Show

Hawaii Tourism Europe participated at the most important wedding and honeymoon show in Switzerland (Jan 16-18), together with Infinity Reise Consulting / Pacific Travel House, the largest wedding & honeymoon tour operator in Germany & Switzerland. The show was attended by 242 exhibitors and 12,000 visitors.

## Tchibo "Go America"

Tchibo, coffee and non-food retail giant in Germany, relaunched Hawaii as single-centre destination in its travel program, offering a 17 days island hopping tour. Additional awareness for Hawaii is created by a dream holiday to Hawaii, raffled in order to attract people for the Tchibo Privat Program, Tchibo's new customer retention program.

## Marketing & PR Calendar - MARCH

### **Touristik Aktuell Supplement (March 1st)**

A 16 pages Hawaii supplement in cooperation with Touristik Aktuell, one of Germany's leading travel trade magazines will be published.

### **ITB Berlin (March 12th - 16th)**

ITB Berlin will open its doors to more than 130,000 expected visitors on March 12. Hawaii will be present with a new 45 sqm booth and will be joined by all Island Chapters, Destination Resorts Hawaii and Sun Islands Hawaii. A press conference will take place on March 13, 9 a.m.

### **German Top Media & Hawaii**

Planned German media visits from top publications like dive magazine Tauchen, daily Frankfurter Rundschau, HB Bildatlas etc. Broadcast planned for Traumschiff, Germany's No. 1 cruise TV movie.

### **Launch of new German website [www.hawaii-tourism.de](http://www.hawaii-tourism.de) (March 12th)**

With launch of website a regular newsletter will be sent out to the travel trade. If travel industry in Hawaii has any news to communicate please send an email to [s.bisle@mangum.de](mailto:s.bisle@mangum.de).

### **UK Top Media & Hawaii**

Planned UK media visits from The Sun, News of the World (National Newspapers), Adrenalin, New and Sunday Times Travel magazine. Also broadcast visits are planned for 'Love on Saturday Night' ITV primetime show.

### **Daily Mail Ideal Home Show (March 24th - 30th)**

Shared booth with Trans Pacific Holidays at UK's best attended consumer show.

### **United Vacations Cooperation**

Coop advertising campaign with United Vacations, 4 Hawaii focused-ads Mail on Sunday, Sunday Express and the Times travel section. Featuring a 7 night package price, including a strong lead-in price.

### **Trade training dates**

Major Travel Training, UK  
(March 4th)

Funway Reservation Training, UK  
(March 10th)

Bridge The World Training, UK  
(March 15th)

Visit USA Seminars, Germany  
(March 23th-25th)